



The City of **WORCESTER**

Request for Statements of Interest and Qualifications Interactive Kiosk Demonstration Program



Image source: [Digital Signage Today](#)

Release Date March 8, 2021

Responses Due Date: By 3:00 PM EST March 29, 2021

All proposals will be submitted electronically to innovation@worcesterma.gov

Submit all questions by email to gobisco.mp@gmail.com

City of Worcester
455 Main Street
City Hall
Worcester, Massachusetts 01608

A Note Regarding the Massachusetts Public Records Law: Massachusetts General Law: Part1, Title IX, Chapter 66 applies to records made or received by a Massachusetts agency or municipality. Unless the requested records fall under exemption to the Law, the responsive documents must be made available to the requester. Those submitting responses to this Request for Statement of Interest are advised that all information submitted in response to this Request for Statements of Interest is itself a public record and by submitting materials you are consenting to the release of such materials if requested under the Public Records Law.

Proposers are allowed to identify proprietary information and specifically request that such information be used for evaluation purposes only. Proposers should include a statement in their responses that the data on specific pages of their proposal identified by an asterisk (*) contains technical or financial information, which are trade secrets, or information for which disclosure would result in substantial injury to the Proposer's competitive position.

Demonstration Information

Purpose of the Demonstration

The City of Worcester has undergone a rapid economic transformation from a manufacturing center to a hub for education, healthcare, biotechnology and financial services. The City's neighborhoods are home to a diverse mixture of ethnicities and activities. The Canal District has become the backbone of Worcester's nightlife and its location near to the brand new Worcester Red Sox baseball park will only increase its popularity. Worcester is also home to nine colleges and universities with over 36,000 students.

Worcester is committed to providing useful information to those who live in, work in and visit the City to improve the delivery of its services and to make visitors more aware of the City's retail, hospitality and cultural opportunities. Worldwide, multiple cities have deployed interactive kiosks to providing real-time information, wayfinding and localized advertising that support neighborhood merchants and activities.

While Worcester is aware of the success of that other cities have realized with kiosk programs, it wishes to take a pragmatic approach by demonstrating that kiosk technology can deliver measurable benefits for the City, its residents and local businesses. The demonstration will be informed by engagement with City residents and merchants regarding the location of the kiosks, their functionality and the content that will be displayed. The demonstration will be evaluated based upon specific criteria discussed later in this Request for Statements of Interest and Qualifications.

The City of Worcester will assist the selected partner in achieving a successful demonstration with permitting and other administrative support, however the City will not contribute to the capital or operating cost of the demonstration.

The City will utilize the Statement of Interest and Qualifications process to identify a demonstration partner with kiosk expertise and knowledge of how to effectively educate the public to the benefits of this technology.

Demonstration Timeline

Worcester proposed a one-year period beginning in the Spring of 2021. The period of the demonstration could be changed depending upon the status of the COVID-19 pandemic and agreement between the City and demonstration partner.

Number of Kiosks

Eight to ten kiosks will be staged in the Downtown area and in neighborhoods at locations suggested by the City of Worcester's Out of Home Advertising Advisory Committee in consultation with the City's Out of Home Advertising Consultant and the successful respondent. A respondent may suggest more kiosks however the final number that will be deployed will be determined by the City.

Kiosk Functionality

The kiosks will be anti-microbial touch screens that will perform the following functions:

- Wayfinding
- Providing Internet Access with Filters to Control Content Access
- Advertising/Commercial Messaging
- City and State Information
- Payment Collection for City Services
- Accessible features as described under the Accessibility section of this document
- Emergency Alerts including Amber and Silver Alerts, Evacuation Notices, Medical/Health Information
- Security cameras will be installed in the kiosks to assist the City's Real Time Crime Center

The kiosks will be controlled by a Content Management System or CMS which will be provided by the successful respondent. Worcester will be provided access to the CMS to upload City content for display.

The kiosks will be installed outdoors in City Right of Ways (ROWS). Kiosks must be ruggedized to withstand use and varied outdoor conditions.

Site Selection

The City will work collaboratively with the successful respondent to determine the locations where kiosks will be installed. The City is currently seeking input on siting from

its Department of Public Works & Parks and from the public through its Innovation & Technology sub-committee. The City will have final approval of the selection of sites for the demonstration kiosks.

Maintenance

Maintaining the kiosks in working order is important to the success of the demonstration. The maintenance will be the sole responsibility of the successful respondent throughout the period of the demonstration. Maintenance will include removing graffiti and stickers, tags, etchings and maintaining a ten-foot area around the kiosk free from debris. Daily inspections of the unit and immediate area are expected to be conducted. Daily inspections may be completed through the kiosks' technology, such as cameras.

During the period of the demonstration, it may be required that a demonstration kiosk be relocated for reasons such as low utilization or vandalism. Relocation and/or removal of demonstration kiosks will be the sole responsibility of the successful respondent throughout the period of the demonstration.

Data Collection/Privacy

Data that may be collected from the kiosks during the demonstration will be the sole property of the City of Worcester. Any data that is collected by the kiosks will be non-personally identifiable information. No data will be collected from the kiosk that can either trace or identify an individual who uses or comes into contact with the kiosks. None of the data collected by the kiosks may be made available to any person or entity without the prior written authorization of the City of Worcester.

Required Compliance

The city requires that the demonstration be carried out in compliance with the 2010 ADA Standards for Accessible Design, the Civil Rights Act of 1964, Section 508 of the Rehabilitation Act of 1973, Patriot Act and the Highway Beautification Act.

Accessibility

The City of Worcester is committed to providing access to city services and programs for those with disabilities. All Kiosks used in the demonstration must have an accessible approach and accessible operable parts. All Kiosks must include a tactile key pad, braille lettering, volume control equipment, and technology to enable hearing impaired persons to utilize the kiosks. The kiosks must be able to translate information into multiple languages adhering to the [City's Limited English Proficiency Policy](#).

Advertising

The selected respondent will be allowed to sell advertising space on the kiosks for the period of the demonstration. Advertising interest and revenue is one of the most important Demonstration Evaluation Criteria. The respondent is expected to sell advertising space that is shared with the display of non-commercial content on the kiosks. The respondent will retain all advertising revenues during the period of the demonstration to offset its costs.

In the event the capital costs are fully recovered during the demonstration period, the City will retain a share of gross revenues at a rate of 40%. Detailed monthly financial reports will be provided to the City to evaluate the economic opportunity and viability of a kiosk program.

Demonstration Evaluation Criteria

Worcester has developed the following qualitative and quantitative criteria for the purpose of evaluating the demonstration:

- *Usage: The use of the kiosks on a daily, weekly and monthly basis as measured by use of wayfinding, internet searches and responses to specific information/offers posted on the kiosks.*
- *Economic Opportunity: As measured by advertiser interest/use of the kiosks, advertising revenue, response to advertisements and information/offers posted on the kiosks.*
- *Social Impact: As measured by response to City, neighborhood and other public information displayed on the kiosks.*
- *Maintenance: As measured by the level of maintenance activity required over the period of the demonstration to keep the kiosks in working order.*
- *Public Sentiment: A survey link will be maintained on the City of Worcester website during the period of the demonstration to gather public comments about the kiosks.*

The City anticipates the achievement of this criteria will result in the establishment of a permanent kiosk program. A permanent program will be established through a formal Request for Proposals.

Statement of Interest

Respondents will include the following in their Statement of Interest:

1. A summary of the proposer's qualifications including its experience in managing kiosks programs for other cities, public sector agencies or private corporations.
2. An approach to the management of the demonstration that explains how the proposer will achieve the criteria for the demonstration to be a success.
3. A suggested number of kiosks for the City and the proposer's rationalization on how that number would achieve Worcester's goals for the demonstration.

4. The kiosk technology proposed specifically the functionality of the kiosks, their design and ease of use. Include dimensions of the unit including foundation, power requirements, and any site requirements. Include images of real-world installations in similar settings.
5. An implementation schedule for the installation of the kiosks along with a corresponding schedule for the preventative maintenance of the kiosks as well as required repairs. Siting/location criteria for the kiosks to accommodate Worcester's requirement that kiosks not only be staged in its Downtown but also in a representative number of neighborhoods.
6. A Sales Plan that demonstrates how advertising space will be sold in the Worcester Market. That plan should present an estimate for revenues to be generated during the demonstration period and how the space would be sold.
7. An organizational chart that delineates the proposer's staff that will be assigned to the Worcester Demonstration, their resumes and their specific responsibilities.
8. Verification of financial capability in the form of an audited financial statement, current credit report or other proof of ability to fund the demonstration.
9. Proof of required insurance with certificates verifying \$1million in comprehensive general liability insurance; \$1million in motor vehicle liability coverage; statutory coverage for Workers' Compensation Insurance and \$1million in professional liability insurance. The selected vendor will be required to name the City of Worcester as an additional insured on all policies for the work associated with the demonstration.
10. The names, email addresses and phone numbers of three (3) project references for which the proposer has completed similar kiosk projects.

Submission Format

Worcester will only accept electronic Statements of Interest and Qualification. The statements must be submitted by 3PM EST on March 29, 2021 to innovation@worcesterma.gov. Responses received after that time and date will be rejected and not opened for evaluation.

Statements of Interest and Qualifications are limited to no more than 20 pages maximum. Worcester appreciates succinct responses to its request. Proposer qualifications should be presented as concisely as possible and in formats responsive to the City's need to verify the qualifications of the proposer to successfully manage the demonstration. The Letter of Transmittal should be signed by an Officer of the proposing organization and provide the contact information for that person.

Questions

All questions related to this Request for Statements of Interest and Qualification must be submitted by email to the City's Out of Home Advertising Consultant, Gobis & Company. Please remark "Worcester SOI" in the subject line and email Melissa Pattavina at

gobisco.mp@gmail.com . Questions may be submitted at any time prior to the response deadline.

Selection of a Demonstration Partner:

City of Worcester Staff, select members of its Out of Home Advisory Committee and its Out of Home Advertising Consultant will review of the responses to the Statement of Interest to select a demonstration partner. Those responses would be evaluated on the basis of the respondent's management experience with successful kiosk programs, its approach to the demonstration, its approach to the demonstration, the proposed implementation plan, the kiosk technology that is offered and the respondent's perceived commitment to the demonstration.

The selection criteria will be weighted as follows:

Management Experience w/Kiosk Programs	40 Points
Approach	20 Points
Implementation Plan	20 Points
Kiosk Technology	20 Points